

CLAIMS

Pink Card

1. Cards and related services that use non-metallic, symbolic colors to target specific demographic groups, including, but not limited to "Lavender", "Pink", "Red", "White", and "Green".
2. Per claim one, "Lavender" or "Lavender Card" --- card and related services aimed at Gay and Lesbian populations.
3. Per claim one, "Pink" or "Pink Card" --- card and related services aimed at women, promoting the detection of cancer.
4. Per claim one, "Red" or "Red Card" --- card and related services aimed at AIDS awareness.
5. Per claim one, "White" or "White Card" --- card and related services aimed at citizens that are particularly religious.
6. Per claim one, "Green" or "Green Card" --- card and related services aimed at citizens interested in environmental preservation.
7. Novel features that are provided by a credit card entity.
8. Per claim seven, such as where said credit card entity provides a singular card with a plurality of cardholder names on said card.
9. Per claim eight, where said plurality of cardholder names pertains specifically to a Gay or Lesbian couple.
10. Per claim eight, whereas on the back of said card is a singular signature location reserved for the signature of the sole cardholder who is the actual bearer of said card.
11. Per claim eight, whereas on the back of said card is a plurality of signature locations, where all of the cardholders whose names appear on the face of said card may each have a location for his signature.
12. Per claim seven, such as where said credit card entity provides a reward program for information leading to the arrest and conviction of perpetrators that are responsible for the death or severe injury of a cardholder.
13. Per claim seven, such as where said credit card entity provides a conduit of information where interested parties may learn of details and reward

CMS 12-22
OK for 705
GJ

information about a deadly or severely injurious crime that has occurred against a cardholder, where said conduit consists of any communicative means such as a website, press release, etc.

14. Per claim seven, such as where said credit card entity provides a card that has a space, field, or zone located on said card, where said space, field or zone contains any message that is customized, created, selected, or specified by the card applicant.
15. Per claim fourteen, where said message is a dedication, show of support, or memorial.
16. Per claim seven, such as where said credit card entity provides the ability to acknowledge or memorialize whatever is appropriate to the situation at hand, whether it is loved ones, a higher power, etc., on a memorial, where said memorial is comprised of any embodiment, whether said memorial is of a physical nature (such as a monument), an online memorial (that would appear on a website), etc.
17. Per claim seven, such as where said credit card entity provides reminders, tips, and suggestions for any health related topic, health related preventive measure, medical check-up, medical exam, or medical procedure, including (but not limited to) monthly breast or testicular self-exam reminders; seasonal skin cancer prevention and screening reminders; annual mammogram, gynecological exam, prostate exam or flu vaccination reminders; and reminders for less frequent procedures such as colorectal exams, bone density screenings or child immunizations.
18. Per claim seventeen, where said reminders, tips, and suggestions appear directly on the card transaction/activity statement.
19. Per claim eighteen, where said reminders, tips, and suggestions that appear on said card transaction/activity statement are detachable from said statement by a perforation, or by any other means that allows for separation, where said reminder portion may be removed from and stored separately from the transaction/activity portion of the card statement.

20. Per claim seventeen, where said reminders, tips, and suggestions do not appear directly on the card transaction/activity statement but are included as a separate item in the card transaction/activity statement enclosure, and where said separate item may also be presented to cardholders independently of said statement enclosure by any means such as mail, fax, e-mail, phone, smartcard reader, etc.
21. Per claim seventeen, where cardholders may specify when to have a reminder remind them about any crucial medical exam or procedure, such as a mammogram, gynecological exam, or prostate exam; for example, choosing to be reminded in October about getting a mammogram during the month of October.
22. Per claim seventeen, where cardholders may specify how many months or billing cycles in advance they wish to start receiving "warning" reminders of any impending medical exam or procedure, such as a mammogram, gynecological exam, or prostate exam, thus allowing for plenty of time to schedule the medical appointment; for example, choosing a two month lead will result in receiving "warning" reminders in August and September that will provide a "You should have your mammogram and your OB/GYN examinations performed in October" reminder.
23. Per claim seventeen, where cardholders receive a follow-up message/reminder the month or billing cycle after the specified month that any medical exam or procedure was to occur; for example, if October was chosen as the "mammogram-OB/GYN month", November's message may read "Being that it is now November, you should have had your mammogram and your ob/gyn examinations performed last month!!! If you had them done, congratulations!!! If not, please schedule your appointments today."
24. Per claim seven, such as where said credit card entity sets up health appointments, examinations, and procedures with a cardholder's appointed health care professionals on behalf of said cardholder.
25. Per claim seven, such as where said credit card entity provides comprehensive information on any health related topic, such as self-

examination instructions, directories of facilities that provide procedures along with information on where to get free or low cost procedures, information on the latest treatments for a given disease or affliction, etc.

26. Per claim seven, such as where said credit card entity provides health related mechanisms to assist or comfort individuals that are afflicted with or affected by any disease or condition, such as "buddy" systems, online chat rooms, support hotlines, support for individuals affected by the loss of a loved one due to any disease, affliction or condition, etc.
27. Per claim seven, such as where said credit card entity provides health related financial disbursements to cardholders that are earmarked for any health related matters, such as providing funding for health related examinations, tests, or procedures (such as mammograms), funding for individuals that become afflicted with a particular disease (such as breast cancer), disbursements to help pay for health insurance premiums, etc.
28. Per claim seven, such as where said credit card entity provides cardholders with religion related reminders, tips, and suggestions that appear directly on the card transaction/activity statement, or where said reminders, tips, and suggestions are included as a separate item in the card transaction/activity statement enclosure, or where said separate item may also be presented to said cardholders independently of said statement enclosure by any means such as mail, fax, e-mail, phone, smartcard reader, etc.
29. Per claim seven, such as where said credit card entity provides cardholders with gardening and planting reminders, tips, and suggestions that appear directly on the card transaction/activity statement, or where said reminders, tips, and suggestions are included as a separate item in the card transaction/activity statement enclosure, or where said separate item may also be presented to said cardholders independently of said statement enclosure by any means such as mail, fax, e-mail, phone, smartcard reader, etc.
30. Per claim seven, such as where said credit card entity provides helpful beneficial periodic reminders, tips, and suggestions expounded upon in the specification (that are in no way related to card matters) that appear directly

on the card transaction/activity statement, or are included as a separate item in the card transaction/activity statement enclosure, or where said separate item may also be presented to the cardholder independently of said statement enclosure by any means such as mail, fax, e-mail, phone, smartcard reader, etc.

31. Per claim seven, such as where said credit card entity provides cardholders with ongoing periodic descriptive and/or visual updates on projects that are supported through cardholder patronage of a card issuer's card and related services, where said updates appear on a card statement, or through a centrally disseminated conduit of information, such as a website, or through any other media.
32. Per claim seven, such as where said credit card entity provides cardholders with a cash-back feature that is distributed at the time of spring planting to help cover costs associated with gardening and/or landscaping.